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DrFirst Partners with Prowess to Provide Oncology E-Prescribing and Medication Adherence Solution

Rockville, Md. (October 22, 2012) – DrFirst, the nation’s leading e-prescribing and health IT services platform provider, announced today that it has partnered with Prowess, Inc., a premier developer of oncology solutions. DrFirst will provide Prowess a broad array of electronic prescribing solutions, medication adherence support tools and a HIPAA-compliant communication exchange to assist radiation oncologists in improving the quality and coordination of care for cancer survivors.

“Prowess, Inc.’s integration of DrFirst services into its clinical systems helps oncology specialists improve daily clinical workflow and the ongoing operational and care coordination demands of cancer treatment centers worldwide,” said Zach Fox, vice president and general manager of Partner Programs for DrFirst. “In addition, oncology specialists receive a range of evidence-based functionality to identify and address gaps in medication adherence when patients veer away from prescribed protocols.”

Through Prowess’ partnership with DrFirst, tens of thousands of cancer patients benefit from convenience, cost-savings, and clinical information to better manage their illnesses. Efficiency of the e-prescribing and EHR workflow enables oncology specialists to provide patients with:

- Increased patient-safety and convenience from electronic prescribing
- Electronic prescriptions for controlled substances
- Industry-leading patient education materials powered by Krames StayWell
- Cost saving prescription coupons and co-pay vouchers

About DrFirst, Inc.

Founded in 2000, DrFirst is the nation's leading e-prescribing and solutions platform provider to physician practices, major health plans, health systems, hospitals, and EHR vendors. Through its Open Borders Program, DrFirst solutions integrate with over 260 EHR, practice management and HIT systems. A Surescripts Gold Certified solution provider for four consecutive years with its award-winning Rcopia electronic prescription management system, DrFirst utilizes the Surescripts network for pharmacy connectivity, health plan information, and patient medication history. For more information, visit www.drfirst.com.

About Prowess Inc.

For more than 20 years, PROWESS Inc. has been trusted by doctors worldwide to provide advanced and innovative Windows-based software solutions: radiation treatment planning (TPS), oncology information system (OIS) and record-and-verify (R&V) and is expanding beyond the Radiation Workflow to include the entire Oncology Department Workflow needs.

Prowess Inc. is headquartered in Concord, California. Under the leadership of CEO John Nguyen, Prowess is the pioneer in Oncology software solutions including its patented DAO IMRT technology, the only Real-time Adaptive Radiation Therapy (RealART) planning, the very first in Windows 7/64 bit-based TPS, and a ribbon workflow driven interface throughout its product portfolio.”